

Ready When the Time Comes:
A Corporate and Youth Recruitment Campaign for the Hoosier Heartland Chapter of the
American Red Cross

An Honors Thesis (Honrs 499)

By

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Abstract

This thesis project is comprised of two primary sections: 1) an introduction, which includes a review of literature on the history of the Red Cross, an explanation of nonprofit organizations, and an explanation of the concept of volunteerism; and 2) the *Ready When the Time Comes* campaign. *Ready When the Time Comes* (RWTC) is a corporate volunteering program that was first designed and implemented by the American Red Cross Greater Chicago Chapter. The adapted RWTC program for the Hoosier Heartland chapter of the American Red Cross is presented in three sections. The first section is an explanation of the program as designed and pilot-tested for the local chapter. The second section includes developed materials that are necessary for the marketing, advertising, and implementation of the program specifically for the Muncie, Indiana area. The third section consists of potential contacts for participation in the program, public service announcement contacts, and status of organizations already contacted through the pilot-test.

The potential contacts list includes Ball State University Student Organizations, Muncie area high schools, and Muncie businesses. The inclusion of all of these possible contacts allows for the program to reach both target areas of this project: the corporate and youth communities. The public service announcement contacts lists organizations that received and ran the public service announcements for the RWTC program.

The three sections work together to provide the Hoosier Heartland Chapter with everything to successfully recruit corporate and youth volunteers for the American Red Cross. In addition to the three sections specific to the program, there is a project timeline and evaluations section. These sections are related to the design, development, and pilot-

testing of the RWTC program for the Hoosier Heartland Chapter of the American Red Cross.

Acknowledgments

A sincerest thank you is due to Dr. Laura O'Hara, my thesis advisor, for her guidance and support throughout this experience. She always challenged me to go beyond what I thought I was capable of and has succeeded in doing so. She gave up a considerable amount of personal time, even during her Virginia Ball Center for Creative Inquiry semester, to provide suggestions, revisions, and encouragement throughout every stage of this process. Thank you, Laura, for being my advisor and also my friend.

A huge thank you is also due to Tricia Brasher, my American Red Cross advisor. She provided available resources, valuable feedback, and incredible support to me during the development and testing of this project.

Thank you also to the staff of the Hoosier Heartland Chapter of the American Red Cross for observing presentations and providing wonderful feedback to help improve the quality and successfulness of this campaign program.

Ready When the Time Comes:
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American Red Cross

After careful deliberation, the decision was made to conduct a more hands-on thesis rather than a traditional written thesis. Given the fact that college coursework and internship opportunities had already provided a strong background for the written research component of my experience, the practical project seemed most logical and rewarding in the long run. As a strong advocate of philanthropy and community service, I knew I wanted to work in conjunction with a nonprofit agency in the community that would benefit from such a project. Thus, the establishment of a working relationship with the Hoosier Heartland Chapter of the American Red Cross (HHCARC) was born.

Upon the initial meeting at the Red Cross, many different options were explored. The greatest need assessed within this local chapter was volunteers from two specific target groups, the corporate and youth communities. The establishment of any corporate volunteer program was nonexistent, and the youth volunteer population was anything but impressive. The great task ahead was to develop a campaign that would reach out and relate to both target groups.

After preliminary research of the American Red Cross, nonprofit organizations, and volunteerism, the development of the *Ready When the Time Comes* (RWTC) program for the local chapter began. RWTC is a corporate volunteering program that was first designed and implemented by the American Red Cross Greater Chicago Chapter (ARCGCC). The scope of the original program was adapted and widened for the specific purposes of the recruitment campaign for the HHCARC in Muncie.

While the structure and purpose of the original program remained basically the same, with the exception of some small changes, all the materials were designed and developed particularly for the local chapter. The adapted RWTC program reaches out to both target groups and is tailored to meet the needs of the local community. For example, the HHCARC reaches out to small businesses much more than does the ARCGCC because of the vast amount of large businesses available in the Chicago area. Therefore, the minimum volunteer requirement for each organization is considerably smaller in the adapted RWTC program.

In order to provide context for the current project, the following review presents findings of the research conducted previous to the development of the RWTC program. Immediately following the presentation of research is the completed *Ready When the Time Comes: A Corporate and Youth Recruitment Campaign for the Hoosier Heartland Chapter of the American Red Cross*.

Literature Review

Nonprofit organizations

This section provides a working definition of nonprofit organizations and identifies key areas under which nonprofit organizations should strive to excel. A nonprofit organization is defined as “an incorporated organization which exists for educational or charitable purposes, and from which its shareholders or trustees do not benefit financially” (*Nonprofit*, 2003). There are ten key areas that address the efficient and effective management of nonprofit organizations suggested by the *Nonprofit Good Practice Guide*. These ten areas include accountability and evaluation, advocacy, communications and marketing, foundations and grant making, fundraising and financial

sustainability, governance, management and leadership, staff development and organizational capacity, technology, and volunteer management. Each of these areas must be attended to in order to establish an effective and working nonprofit organization.

For the purposes of this project, there are specifically four areas that directly apply: accountability and evaluation, advocacy, communications and marketing, and volunteer management. The other six areas identified apply on an indirect level and are more heavily associated with the organization itself. Accountability and evaluation is an important aspect of everything in which the organization chooses to participate.

“Nonprofits need to be responsible for their actions and effectiveness with careful attention to standards of ethics, legal requirements, program assessment, evaluation and outcome” (*Nonprofit*, 2003). Advocacy addresses the issue of nonprofit organizations’ ability to rally community support for their cause. Communications and marketing is obviously important to nonprofit organizations and this project in particular, because it focuses on gaining and maintaining community support through effective means of communication. Lastly, volunteer management is one of the most important areas in relation to this project and the maintenance of many nonprofit organizations. A large number of nonprofit organizations are highly dependent upon donated labor from volunteers that are willing to spend their free-time participating in volunteer activities (Wymer & Starnes, 1999). The following section will explore this last concept in further detail.

Volunteerism

Volunteer labor is an important resource for nonprofit organizations (Wymer & Starnes, 1999). The question remains as to what drives certain people to act as volunteers

and how to incorporate this knowledge into a volunteer recruitment campaign. This is not necessarily an easy question to answer, as research shows that there are a multitude of reasons why people volunteer their time to organizations (Ellis, 1994). The important thing to keep in mind when designing a recruitment campaign calling volunteers is that the campaign must appeal to the varied motivations of the target audience. Most of the reasons why people volunteer listed by Ellis (1994) can be divided into three subcategories: volunteering in general (i.e. to feel needed, free time, to make new friends, for fun, etc.), appealing opportunities for volunteers (i.e. volunteers drawn to the client group or the cause), and the task at hand (i.e. answering telephones, delivering materials). If the volunteer recruitment campaign addresses all three of these areas, it is likely to be more successful in recruiting a larger number of volunteers.

RWTC for the HHCARC does a satisfactory job of appealing to these three areas. First of all, it appeals to organizations (on a large scale) and individual employees (on a small scale) because of recognition opportunities and other general volunteer motivations. Secondly, it addresses appealing opportunities for volunteers because some volunteers are drawn to the client group (American Red Cross), while others are drawn to the cause of the program (disaster relief in man-made and natural disaster situations). Lastly, RWTC appeals to the task at hand by offering a variety of areas in which volunteers may be trained and participate. It also allows for flexibility in the sense that volunteers may choose whether or not to respond to a certain disaster (i.e. flood, fire, terrorism, etc.).

American Red Cross

In creating a recruitment campaign for the HHCARC, it is important to have a general knowledge of the organization. This section provides a brief history of the Red Cross as an international organization. It also provides information about the formation and operations of the American Red Cross.

Although it is uncommon knowledge to many American citizens, the Red Cross did not initially begin in America. In fact, the Red Cross was actually conceptualized by a Swiss man, Henry Dunant, in his book *A Memory of Solferino* in 1862 and founded at the first Geneva conference in 1863 in Geneva, Switzerland (Hurd, 1959, *American Red Cross*, 2003). In Geneva, there was a group called the Society for Public Benefit that rallied around the cause suggested by Dunant's work, and thus created the formation of the International Committee of the Red Cross and the Geneva Convention (Hurd, 1959, p. 15). It is interesting to note that the Red Cross emblem is the depiction of a red cross against a white background, the exact reverse of the Swiss flag.

The American Red Cross did not come into being until almost two decades later, when Clara Barton founded the American Association of the Red Cross in Washington, D.C. in May of 1881 (Hurd, 1959, *American Red Cross*, 2003). The American Red Cross is merely only one of more than 145 national societies that comprise the League of Red Cross, created in 1919 (*American Red Cross*, 2003). It wasn't until 1905 that the original 1900 Congressional charter of the American Red Cross was revised, providing the foundation upon which it offers disaster relief and assistance to the military today.

Since the founding of the American Red Cross in 1881, many local chapters have developed throughout the nation (Hurd, 1959). Along with these establishments of local

chapters, many new services have developed within the American Red Cross that help to better serve all people in the nation, military or civilian. Some of these new developments include the Nursing Corps (1909), first aid program (1910), water safety program (1914), Junior Red Cross (1917), National Blood Donor Service (1941) (*American*, 2003), and many more up to the present date, including some of the most recent initiatives, such as Together We Prepare (2001) and the Measles Initiative (2003). All of the services offered by the national organization can be viewed at the American Red Cross's website: www.redcross.org.

Preliminary research of nonprofit organizations, volunteerism, and the history and mission of the Red Cross provide a more thorough understanding of the concepts and issues that are involved in this project. Additionally, these three topics provide readers with the foundation and knowledge upon which the campaign for the Hoosier Heartland Chapter of the American Red Cross is based and built. What follows is the original RWTC program from the ARCGCC, the adapted RWTC program for the HHCARC, and all of the materials for the campaign.

References

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***Ready When the Time
Comes:***

A Corporate and Youth Recruitment
Campaign for the Hoosier Heartland
Chapter of the American Red Cross

Designed by: Lauren Edwards
April 2004

Project Timeline

FALL SEMESTER 2003

- 08/25-09/05: Meeting with advisor, Complete proposal
- 09/08-09/19: Get project approval, Develop timeline
- 09/22-10/03: Begin research of the Red Cross, non-profit organizations, and volunteerism
- 10/06-10/17: Wrap up research, Begin brainstorming ideas for campaign, Meeting with advisor & Red Cross to approve overall theme
- 10/20-10/31: Begin developing materials
- 11/03-11/14: Work on recruiting materials, advertisements and written materials
- 11/17-11/28: Work on recruiting materials, advertisements and written materials
- 12/01-12/12: Develop 5-10 minute presentation

SPRING SEMESTER 2004

- 01/12-01/23: Develop public service announcements (PSA)
- 01/26-02/06: Create evaluation materials and have meeting with advisor and Red Cross
- 02/09-02/20: Have campaign completed, Introduce campaign to the community (pilot test)
- 02/23-03/05: Campaign
- 03/08-03/27: Campaign
- 03/29-04/09: Conduct evaluations with advisor and Red Cross
- 04/12-04/23: Complete written presentation of project
- 04/26-05/07: Present project to Honors College

The Program

Originally Developed by the American Red Cross Greater Chicago Chapter



Ready When the Time Comes: The Program

Adapted from the Greater Chicago Chapter of the American Red Cross

Designate a Program Manager

Ideally, the individual implementing the RWTC program for the Chapter should have experience in managing social service and corporate community programs. The program manager must be able to market the program, train volunteers, and develop and foster interpersonal relationships. Good organizational skills are a must, as is the ability to comfortably and aggressively network. It is essential for the program manager to be flexible.

Develop RWTC Materials

Materials needed to solicit companies and organizations include information packets or brochures, which provide a detailed overview of the program, as well as frequently asked questions and testimonials from enrolled partners. Materials should also outline a Statement of Understanding, which provides the framework for cooperation between the Red Cross and the RWTC partner.

Determine Partner Recognition Opportunities

RWTC partners are making an investment in the Chapter. Recognizing their commitment publicly goes a long way toward solidifying and building your relationship. It also helps you to retain participants. Other organizations may also learn about the program through this exposure and want to become a partner. RWTC partners should be recognized in your chapter newsletter, in newspaper advertisements and other promotional materials, and through media coverage.

Educate Your Chapter About RWTC

Make sure that all paid and volunteer staff members know about the RWTC program and that they know the program's contact person. Well-educated Chapter personnel can greatly help to promote and recruit for the program. This is especially important since word of mouth and one-on-one encounters are very effective in gaining partners.

Define Your Target

The best target is any company with a strong workforce and a desire to give back to the community. For example, they could supply products designed to help prevent a disaster or sell products that help to clean up after a disaster. Companies that are known philanthropists and companies that you already have relationships with are also good targets. The size of the company does not matter – very large and really small companies can both become rewarding partners.

Chapters may determine its partner targets by:

1. Using a list of the area's largest private and public companies.
2. Picking the top 50 companies and identifying any companies with links to the Chapter.
3. Calling the companies already linked to the Chapter to determine the appropriate contact information.
4. Inviting contacts to Lunch and Learns.

Contact Targets

Cold calls and mailings are usually unsuccessful. Grass-roots outreach efforts, where you directly come into contact with the target audience and explain the program face-to-face, are generally the most successful.

Successful Outreach Methods

Lunch and Learns – Held during the lunch hour at your Chapter, these events allow you to inform prospects about the program and have current RWTC partners give testimonials. Attendees enjoy a small meal provided by the Chapter.

For your invitation list, simply have the community relations or human resources departments at the prospective organizations furnish the appropriate contact names and addresses. (Note: it is important to make sure that your contact is a "decision maker" or someone who can influence a "decision maker," in order to make implementation of the program easier.)

Send out invitations, and be sure to recapture contact information at the event for follow up. Provide attendees with information to take away. A small giveaway, such as a small bandage holder with the RWTC logo, is also a nice reminder.

Presentations by RWTC Partners – Occasionally, RWTC partners will offer to invite their network of business partners and contacts to a RWTC presentation at their offices during breakfast or lunch. Like the Lunch and Learns, have employees of the host company give testimonials and capture contact information at the event for follow up. Plus, provide attendees with information to take away.

Enroll Companies

One of the most unique aspects of the RWTC program is that it is designed with flexibility to meet the company's culture and policies, so there are no set guidelines as to what each company must provide. Instead, each organization promises as much as it can and also is able to decline an assignment when called upon.

To become a RWTC partner, an organization must:

- Sign a voluntary Statement of Understanding, which establishes a working relationship and framework for cooperation between the Red Cross and the company/organization.
- Recruit employees. Each Chapter should set the minimum/maximum amount of volunteers required.
- Offer a training site for its RWTC team.

Schedule Training Sessions

Schedule training dates for your new RWTC partner. The minimum amount of training time is six hours, and the maximum is 12 hours. All volunteers take the Introduction to Disaster course and are then trained to perform in one of these disaster relief functions:

- Sheltering
- Mass Care Feeding
- Community Response Center
- Damage Assessment

Chapters may also want to consider training RWTC volunteers in First Aid, CPR, AED (Automated External Defibrillator) or mitigation (relief) programs.

Recruit Employees

Being a "top down" program, where the management of a company signs on before it recruits employees, the recruitment of volunteers for RWTC is usually conducted by the partner company itself. (Some companies send e-mails or post information about the program on an Intranet site. Others place it in the company newsletter.) However, the RWTC program manager should offer to schedule information sessions at the organization to acquaint the employees with the program. All interested employees should be directed to sign up for a training session.

Train and Enroll Employees

Conduct the scheduled classes more like workshops to keep everyone interested and involved.

After the training session, take each employee's photo and issue him or her an ID. When an employee has an ID, they not only have everything they need to report to a disaster site, but they also feel like they are an active and official member of the RWTC group. Create an ID that is acceptable to local authorities for access and visually appropriate for disaster response – not too flashy or unprofessional.

Also, keep a master list of all employees available at each company, but do not automatically place their information in your standard volunteer database. These RWTC volunteers should only be called upon through their company contact, unless otherwise indicated. You should ask each company and volunteer for permission to add their names to your Chapter's newsletter mailing list, solicitation list, email list, phone lists, etc.

Inform volunteers about the Disaster Services Human Resources program and give them the opportunity to join. Although full-time employees often cannot make the time commitment, retirees are often excited to have the opportunity.

Upon completion of the training session, each employee is ready to volunteer.

Deploy Volunteers as Needed

If a disaster occurs, analyze its location and what help is needed. Then, call upon RWTC partners by geographic location. First contact any partners located in the general vicinity of the disaster, and then call in additional RWTC partners as needed. Each RWTC partner should have one or two contact people who can assemble team members and mobilize them to the appropriate location. Be sure to provide RWTC contacts with the names and numbers of all the volunteers in their organization.

All assignments are done voluntarily, so a RWTC partner or its volunteers can decline an assignment if it is not possible for its employees to attend.

Maintain Relationships

Keep in touch with RWTC partners even when volunteers are not needed. They are often excited about the chance to volunteer and may not have the immediate or short-term opportunity to serve as a volunteer. Meanwhile, keep them updated about possible seasonal disasters to sustain interest and invite them to participate in other appropriate Chapter- sponsored service projects. Also, invite them to provide testimonials at Lunch and Learns for other organizations.

Ask your primary contact at the partner company if you can solicit financial donations from the organization or its employees. If so, add the names to your solicitation list.

Recognize Volunteers

- Invite volunteers to recognition events, such as an evening at the ballpark or local amusement park.
- Send certificates of appreciation.

The Program

Adapted for the Hoosier Heartland Chapter of the American Red Cross



Ready When the Time Comes: The Program

Hoosier Heartland Chapter of the American Red Cross

Designate a Program Manager

The first program developer and manager was obviously me. Tricia Brasher, the Director of Volunteers for the Hoosier Heartland Chapter of the American Red Cross (HHCARC), is the program manager beginning April 1, 2004. She received all materials, developments, and information that I have gathered or put together up until this point.

Develop RWTC Materials

I developed all necessary materials for the HHCARC. I adapted some of the materials provided by the American Red Cross Greater Chicago Chapter (ARCGCC) and developed some of my original materials. All materials have been turned over to Tricia Brasher. Examples of most of the materials are provided in the following *Materials* section. However, materials that would not lend themselves to this format are excluded, such as logo buttons and the flip chart presentation (to be used when PowerPoint is not available at presentation site).

Determine Partner Recognition Opportunities

Established partners will be recognized in Ready When the Time Comes (RWTC) marketing materials, any media coverage that may occur, and in future newspaper advertisements for the program.

Educate Your Chapter About RWTC

There were two presentations made to the HHCARC employees and volunteers to ensure their knowledge of the program. These two presentations took place at the HHCARC in Muncie, Indiana on February 2, 2004 and February 23, 2004.

Define Your Target

There were three target groups that were defined by Tricia Brasher, who served as my Red Cross Advisor, and me. These three groups included Muncie businesses, Ball State University student organizations, and Muncie area high schools. These three target groups expand the original scope of the program by reaching out to youth volunteers (ages 15-24), as well as corporate volunteers. Information about all organizations is included in the following *Contacts* section.

Contact Targets

Targets were contacted primarily by cold calls for the pilot test of this campaign. A postcard invitation to a group presentation of the program was also developed and included in the *Materials* section. This postcard may be used at any time in the future as a resource to reach out to a larger audience at one time. A list of all organizations that were contacted and their status in relation to the program can viewed in the *Contacts* section.

Public Service Announcements (PSA) were released to radio stations, television stations, and local newspapers. An example of the PSA is included in the *Materials* section. A list of contacts that received and released the PSA is included in the *Contacts* section.

Enroll Companies

The voluntary Statement of Understanding was developed and is included in the Materials section. It is to be used when establishing a working partnership between an organization and the Hoosier Heartland Chapter of the American Red Cross. It is important to note that this document is in no way legally binding.

The Hoosier heartland Chapter established a minimum number of three volunteers from each established partnership with no maximum number.

The Hoosier Heartland Chapter prepares a training schedule for classes for each season of the year. A copy of the current training schedule was provided to interested organizations and is included in the *Materials* section.

Schedule Training Sessions

Schedule training dates for the new RWTC partner. The minimum amount of training time is six hours. All volunteers are trained to perform in one of these disaster relief functions:

- Sheltering
- Mass Care Feeding
- Community Response Center
- Damage Assessment

The HHCARC also has a variety of other classes in which volunteers may choose to participate in, but are not required to do so.

Recruit Employees

The recruitment of volunteers for RWTC has been conducted by the potential partner company itself up to this point. The RWTC program manager, Tricia Brasher, is willing to schedule information sessions at the organization to acquaint the employees with the program when the potential organizations are ready to do so. All interested employees will supply their contact information on the sign-up sheet provided, as shown in the *Materials* section, and be directed to sign up for a training session.

Train and Enroll Employees

After the training session, each employee's photo will be taken and an ID card will be issued to him or her. The design of the ID card for the program is included in the *Materials* section.

A master list of all employees available at each company will be kept by the program manager, but their information will not automatically be placed in the standard volunteer database. Each company and volunteer will be asked permission to add their names to the Chapter's newsletter mailing list, solicitation list, email list, phone lists, etc.

Upon completion of the training session, each employee is ready to volunteer.

Deploy Volunteers as Needed

If a disaster occurs, the HHCARC will first analyze its location and what help is needed. Then, they will call upon RWTC partners. The HHCARC is fully aware that all assignments are done voluntarily, so a RWTC partner or its volunteers can decline an assignment if it is not possible for its employees to attend.

Maintain Relationships

The HHCARC intends to maintain working relationships with its RWTC partners and volunteers. Each year, the Statement of Understanding will be reviewed by the Chapter and the partner organization. At this time, the organization may choose to renew its partnership or decline to do so. Also, new volunteers may be added to the partner's list or old volunteers may be removed.

The HHCARC will also try to keep their volunteers' training up to date by offering training sessions every season and providing opportunities for volunteers to participate in mock disasters throughout the year.

Recognize Volunteers

- Partners and volunteers will be recognized at the annual volunteer recognition event.
- Organizations will be added to the growing list of RWTC marketing materials.

RWTC Materials





Who can participate?

- Churches
- Community Organizations
- Corporations
- Families
- Retirees
- Student Organizations
- Universities

*This is a group volunteer program, but interested individuals may also volunteer at the Hoosier Heartland Chapter.

Together, we can save a life.



**American
Red Cross**

Together, we can save a life

American Red Cross
Hoosier Heartland Chapter
325 E Washington St
Muncie, IN 47305



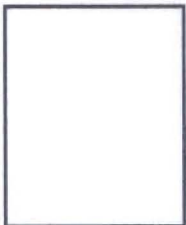
Please contact Tricia Brasher for further information at:
Phone: 765-284-3361
Email: tbrasher@hhc-redcross.org



**Red Cross
Corporate Volunteering**

Hoosier Heartland
Chapter

ID Badge Front

 American Red Cross  ready <small>WHEN THE TIME COMES</small>			
	<table><tr><td>NAME</td><td>ISSUED</td><td>EXPIRES</td></tr></table>	NAME	ISSUED
NAME	ISSUED	EXPIRES	

ID Badge Back

SIGNATURE OF BEARER

THIS CARD IS ISSUED BY THE HOOSIER HEARTLAND
CHAPTER OF THE AMERICAN RED CROSS FOR THE
OFFICIAL USE OF THE INDIVIDUAL DESIGNATED
HEREON. THE COOPERATION OF ALL AUTHORITIES
IS REQUESTED IN FACILITATING THE MOVEMENT
AND EMERGENCY MISSION OF THE BEARER.

HOOSIER HEARTLAND CHAPTER OF THE AMERICAN
RED CROSS

325 E Washington St. Muncie, IN 47305
765-284-3361

***WILL YOU BE READY WHEN THE
TIME COMES?***

Please join the Hoosier Heartland Chapter of the American Red Cross to learn how your corporate employees can make a difference in our communities by becoming relief volunteers in the event of a local disaster.

The Ready When the Time Comes program connects corporations with local disaster relief operations throughout the Hoosier area.

WHEN? ...

WHERE? ...

RSVP to Trisha Brasher by ...
765-284-3361 or tbrasher@hhc-redcross.org



American Red Cross

Hoosier Heartland Chapter
325 E Washington St
Muncie, IN 47305

Phone: 765-284-3361
Email: tbrasher@hhc-redcross.org

*Together, we can
save a life.*

Organizational Postcard Back

American Red Cross
Hoosier Heartland Chapter
325 E Washington St
Muncie, IN 47305

PLEASE
PLACE
STAMP
HERE

PowerPoint Presentation



American Red Cross

**The
Ready When the Time Comes
Disaster Services Program**

* All pictures taken from Red Cross of Greater Chicago Chapter website



American
Red Cross

What is it?

- A program that partners local corporate and community organizations with the Disaster Services team of the Hoosier Heartland Chapter of the American Red Cross



American
Red Cross

How does it work?

- Muncie area businesses and organizations provide temporary volunteers to the American Red Cross during and after a major disaster





Why is it needed?

- As the nation's premier disaster relief organization, it is our responsibility to be ready to respond.
- With your help, we'll ensure that we'll be there.



How Important are Red Cross Volunteers?

- Over 1.3 million people volunteer for the Red Cross nationwide (1 in every 200 Americans)



Who Can Participate?

- Churches
- Community Organizations
- Corporations
- Families
- Retirees
- Student Organizations
- Universities





American
Red Cross

What are the Procedures?

- Establish partnership
- Identify volunteers within your organization
- Train volunteers
- Assign to local disaster



American
Red Cross

What are the Requirements?

- Minimum of 3 volunteers
- Volunteers must be at least 15 years of age
- Companies/Organizations will be asked to commit to a Voluntary Statement of Understanding



American
Red Cross

Are Volunteers Protected?

- **YES**—The American Red Cross ensures the provision of medical treatment for all volunteers.





American
Red Cross

What do the Volunteers Do?

- **Community Response Center**
- **Damage Assessment**
- **Mass Care & Feeding**
- **Shelter Operation**



American
Red Cross

Recognition of Partnership

- **Exposure**
- **Public Acknowledgement**
- **Recognition at Annual Event**



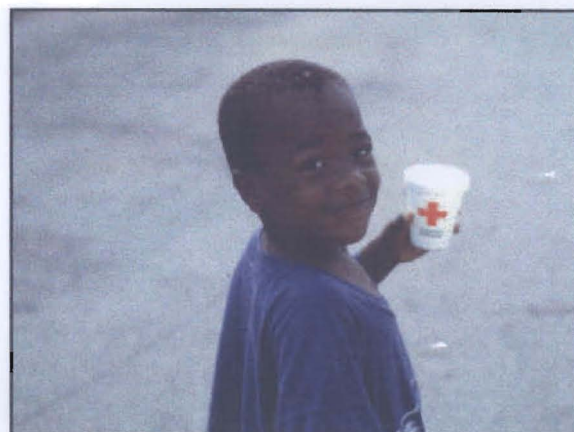
American Red Cross

Together we are saving lives.



American Red Cross

Together we prepare.





American Red Cross

***Presented and Prepared by:
Lauren Edwards
Adapted from Greater Chicago Chapter of the
American Red Cross***

PowerPoint Speaker Notes

Slide 3: Ready When the Time Comes is an excellent way for you to give back to the community, while at the same time promoting your corporate or organizational image within the community. Your involvement in this program will demonstrate to the community in which you conduct business that you care and want to help. The program partners local corporate and community organizations with the Disaster Services team of the Hoosier Heartland Chapter of the American Red Cross.

Slide 5: Muncie area businesses and organizations provide temporary volunteers to the American Red Cross during and after a major disaster.

What is a disaster? We define a disaster as: An occurrence such as a tornado, storm, flood, high water, fire, building collapse, commercial transportation accident, extreme heat or cold or any man-made situation, such as a terrorist attack that causes human suffering or creates human needs that victims cannot alleviate without assistance.

The Hoosier Heartland American Red Cross works vigorously behind the scenes making every effort to recruit volunteers that can respond almost immediately to these types of disasters.

We categorize disasters into five levels.

Level I- Family fires are excluded from the Ready When the Time Comes program.

Level II-V: Large apartment fires, tornadoes, storms, large-scale loss of utility services, or any occurrence that causes a disruption in normal activity for a lot of people.

Slide 7: As the nation's foremost volunteer emergency service organization, our mission is to help and relieve human suffering. The American Red Cross has always relied on the generosity of the American public for assistance in reaching its goal. Volunteers help by assisting with food, clothing, shelter and other emergency needs. How important are volunteers?

Slide 9: Over 1.3 million people volunteer for the Red Cross nationwide (1 in every 200 Americans). Without volunteers, the Red Cross could not respond to victims in times of disaster.

Slide 11: When RWTC was in its developing stages we had a "light bulb moment." The corporate community had the available resources and people. So who could better participate in this program than you? By partnering with us and supplying us with temporary volunteers for disaster assignments, you will add to the effectiveness of our efforts. Everyone will benefit. It will show your employees and clients that you as a company or organization are actively involved in addressing community needs and concerns. Churches, Community Organizations, Corporations, Families, Retirees, Student Organizations, and Universities can all participate.

Slide 13: After a partnership has been established, employees will be informed that an opportunity is available for them to get involved in a community activity. A decision will be made regarding training. Groups can be trained in any one or all of the four basic areas. After training, the group is ready for deployment. You will be given an ID tag with your picture so that you can have access to the available resources to perform your assigned task.

Slide 15: Requirements-

We ask for a minimum group of three, but we will allow for flexibility.

Volunteers must be fifteen years of age or over. According to our national headquarters, people between 15-24 are the fastest growing age group of volunteers. However, we must have parental consent and supervision for those under the age of eighteen.

Statement of Understanding

A voluntary Statement of Understanding is signed to establish a working relationship between the Red Cross and the company to prepare for and respond to disaster relief situations. The Agreement provides the framework for cooperation between the Red Cross and the company/organization. It is in no way legally binding.

Slide 17: If a volunteer develops a health problem while on assignment, the American Red Cross will ensure the provision of emergency treatment as recommended by Disaster Health Services or the attending physician.

Claims can be covered through our Corporate Risk Management and Insurance Program.

Slide 19: What do volunteers do-

There are four areas basic areas that volunteers assist with.

Community Response Center: Will respond to telephone inquiries from the public, during or after a local, state, or national emergency by providing quality, timely and accurate information to calls from families and friends of disaster victims.

Damage Assessment: Work with a team to survey the disaster site for total damage estimates and determine how much Red Cross assistance is needed.

Mass Care: Help with food acquisitions, prepare, pick up and deliver food to disaster sites and to Red Cross shelters.

Shelter Operation: Help other volunteers set up Red Cross shelters, by assembling cots, distributing blankets, establishing eating areas, interviewing victims, and helping to register and offer comfort to incoming disaster victims.

Slide 21: Besides showing support for your community, volunteering in this program will make you feel good and provide recognition in a number of ways for your organization. Your company name and logo will be added to the growing list of RWTC marketing materials.

Corporate RWTC groups will be exposed to media coverage and other promotional activities

Participating companies will be recognized at our annual volunteer recognition event.

Trained and deployed volunteers will be identified as RWTC corporate volunteers.

Public Service Announcement

FOR RELEASE ON:

02/16/2004

Contact: Tricia Brasher, Hoosier Heartland Chapter of the American Red Cross

(765) 284-3361

Please run until _____

WILL YOU BE READY WHEN THE TIME COMES?

The American Red Cross Ready When the Time Comes program connects corporations and organizations with local disaster relief operations throughout the East Central Indiana area. Ready When the Time Comes is an excellent way for you to give back to the community.

Show the community in which you conduct business that you care, and want to help. By partnering with us and supplying us with temporary volunteers for disaster assignments, disaster education and training, participation in mock disasters, and volunteer hours, you will add to the effectiveness of our efforts. Everyone will benefit.

Please contact the Hoosier Heartland Chapter of the American Red Cross to learn how your business or organization can make a difference in your community by becoming relief volunteers in the event of a local disaster.

Contact Tricia Brasher @ 765-284-3361

The American Red Cross - Together We Prepare

**READY WHEN THE TIME COMES
STATEMENT OF UNDERSTANDING**

This Statement of Understanding is between the Hoosier Heartland Chapter of the American Red Cross (HHCRC) and _____

PURPOSE:

To assist HHCRC in preparing for and responding to Level II- Level V disaster situations. Level II disaster is defined in Attachment I.

THE HOOSIER HEARTLAND CHAPTER of the AMERICAN RED CROSS Will:

1. Provide orientation, in advance, to interested employees.
2. Initiate the call for volunteers in a Level II- Level V disaster relief situation.
3. Provide instructions and/or training to all volunteers at the time of call-up in the function to which they have been assigned.
4. Assign volunteers in areas as close as possible to the area in which they live or work.
5. Publicly acknowledge _____ as a member of the **Ready When the Time Comes** participating partner in its publicity materials and press releases without regard to whether _____ has been called upon to serve in a disaster situation.

COMPANY/ORGANIZATION Will:

1. Agree to the **Ready When the Time Comes** disaster procedure as described on the attached sheet.
2. Respond to the call for help from HHCRC at the time of a Level II- Level V disaster within (24) twenty-four hours and provide employees/members as volunteers for relief work.
3. Identify (1-2) key employees/members to serve as company liaisons to work with HHCRC in advance, including training for disaster relief procedures.
4. Provide a facility (if requested) for disaster training of _____ volunteers.
(company)
5. Participate in at least one mock disaster preparedness drill.

This Statement of Understanding is renewable on an annual basis. HHCRC will not call on _____ more than two (2) times within twelve (12) months from the date of signature of this document.

_____ Hoosier Heartland Chapter American Red Cross	_____ Participating Company/Organization	_____ Date
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READY WHEN THE TIME COMES

DEFINITIONS:

DISASTER:

A disaster is an occurrence such as a tornado, storm, flood, high water, earthquake, blizzard, explosion, fire, building collapse, commercial transportation accident, or another situation that causes human suffering or creates human needs that victims cannot alleviate without assistance. This agreement pertains to Level II- Level V (Level I, Family Emergencies – formerly called a single family fire-are excluded from this agreement).

LEVEL I DISASTER:

Family emergencies-formerly called single family fires - are excluded from this agreement.

LEVEL II DISASTER:

Apartment fires, explosions, building collapse (consisting of forty units or more), tornadoes, storms, high winds, floods, extreme heat or cold weather conditions, large scale loss of utility services, transportation accidents, etc.

BASIC VOLUNTEER FUNCTIONS FOR READY WHEN THE TIME COMES

Sheltering Volunteer- Assist other shelter volunteers in setting up the Red Cross shelter, assembling cots and distributing blankets. Shelter volunteers help to establish eating areas, casework interview booths and other needed areas. Shelter volunteers will also assist with registration and offer comfort to incoming disaster victims.

Mass Care Feeding Volunteer- Help with food acquisition, preparation, pick up and delivery both on-site at disaster location and in Red Cross shelters.

Clothing Volunteer- Help with clothing acquisition, pick up and delivery both onsite at disaster location and in Red Cross shelters.

Damage Assessment Volunteer- Work with a team to survey the disaster site for total damage estimates and to aid in determining how much Red Cross assistance will be needed. In many cases, detailed assessments are necessary as volunteers move from house to house in order to report all damage caused by a disaster.

RWTC Contacts



All Campus Organizations

Information from Ball State University Pride Guide

Cardinal Corps

Members of this group serve as the official hosts and hostesses of Ball State University. They assist with various university-related functions such as conferences, dinners, receptions, football games, and basketball games. Cardinal Corps members have welcomed thousands of visitors to campus, including state and national legislators, foreign dignitaries, famous authors, alumni, and university administrators. Students must have completed two semesters at Ball State and have a minimum 2.75 cumulative GPA to be eligible. Contact John Bennett in the Orientation Office at 285-8290. For more information, go to www.bsu.edu/orientation/cardinalcorps.

Cheerleaders

Cheerleaders represent the university at athletic events and promote school spirit on campus. The Charlie Cardinal mascot is also selected to add extra spirit for fans at athletic events plus make community appearances. Tryouts for male and female cheerleaders and Charlie Cardinal are held each April and again during the fall semester. For further information about Cheerleading or Charlie Cardinal, please contact the Athletics Office at 285.8242.

Code Red Dance Team

The Code Red Dance Team is a dance squad assembled to provide support and spirit during Ball State's home football and basketball games. The Code Red Dance Team performs at various athletic events plus makes a variety of appearances on campus and in the community to promote Ball State athletics. Tryouts for the Code Red Dance Team are each April. For further information, please contact the Athletics Communications and Marketing office at 285-8242.

Excellence in Leadership Program

Excellence in Leadership is a four-phase leadership development program that focuses on individual leadership, organizational leadership, servant leadership, and global leadership. Participants attend workshops and mentor group meetings, and complete a community service project. The program begins in mid-September and concludes in April. For more information, contact Leadership and Service Learning at 285-3476.

Homecoming Steering Committee

This organization plans and initiates campus-wide events involving students, staff, alumni, and the community during the week of Homecoming. For more information contact the BSU Alumni Association at 285-1080 or the Homecoming Committee office at 285-1083. Visit our website at www.bsu.edu/web/alumni/homecoming/.

Orientation Leaders

Students are selected in the spring to serve as leaders during summer orientation program. Contact the Orientation office at 285-8290.

Student Foundation

This organization distributes scholarship monies and raises funds toward the distribution of these scholarships. The Student Foundation sponsors the annual Football Spirit T-Shirt, Holiday Ornament Sales, Ball State Sports History Book, Earth Day activities, and leads the Cardinal Challenge to raise matching funds for contributions from BSU Students and Parents. Visit our website at www.bsu.edu/studentfoundation.

Student Government Association (SGA)

The campus student government is the Ball State Student Government Association (SGA). The Student Government Association is divided into multiple branches. The Student Senate performs the legislative functions; Executive Council, the executive function; and the Judicial Court, the judicial function. Offices and justices are elected at large. Judicial Court members also serve as the student members on the University Review. For more information, call the Student Government office at 285-8631 or stop by SC 223.

Student Leadership Development Board (SLDB)

The Student Leadership Development Board provides service through outreach programs designed to educate, facilitate, and advise individuals and groups. For more information, and workshop scheduling call 285-3476.

Student/Alumni Relations Team (St.A.R.T.)

St.A.R.T. plans and organizes projects and programs designed to promote and enhance interaction between Ball State students and alumni. Contact the Alumni Association at 285-1080, by email at alumni1@bsu.edu or via the website www.bsu.edu/alumni/start.

University Program Board (UPB)

UPB is an organization designed to bring entertainment to Ball State's campus. Being a part of UPB gives students the opportunity to learn the "behind the scenes" aspects of the entertainment industry by planning events. Anyone can become a part of one of Ball State's most active organizations. Call the UPB office at 285-1031 or stop in SC L-20, for more information.

Up 'til Dawn Executive Board

The purpose of this organization is to plan an Up 'til Dawn event on BSU's campus to raise money and awareness for [St. Jude Children's Research Hospital](#).

Departmental and Professional Organizations

Accounting Club

This organization is for all majors, especially accounting majors. The Accounting Club offers its members a wide range of guest speakers that represent many of the different career possibilities in accounting. Students have the opportunity to network with employers and demonstrate leadership skills. Interested students may contact Dr. Jim Duncan, 285-4976.

Actuarial Science Club

The Actuarial Science Club gives members the chance to learn more about the actuarial profession through company presentations, dinners, and other functions.

Alpha Kappa Psi (Business)

This is a professional business fraternity developing well-trained, ethical, skilled, resourceful, experienced business leaders; a nationwide brotherhood of men and women with ideals and objectives that are individual and universal. This fraternity offers outstanding opportunities for professional preparation and for personal growth, and is open to all business majors and minors.

American Choral Directors Association

The purpose of this organization is to foster and promote choral music to Ball State University students and to follow the national purposes of ACDA. Check our website at web.bsu.edu/acda.

American Institute of Graphic Artists (AIGA)

This organization promotes understanding of the graphics design profession and related issues. To become a member contact the Art Department at 285-5839.

American Institute of Architecture Students

This organization of architecture students is designed to promote the architecture profession. To become a member, a student must be a second through fifth year student enrolled in the Department of Architecture and pay the \$45.00 dues which is required by the national by-laws. Students interested may contact Tony Costello at 285-5868.